

## ОСНОВНЫЕ ТРЕНДЫ УПАКОВКИ КОСМЕТИКИ

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*В этой статье мы проанализируем основные тренды упаковки косметических продуктов на международном и локальном рынках. Рассмотрим, какие косметические упаковки товаров привлекают новых потребителей и гарантируют лояльность существующих. Определим интересы потребителей косметических товаров на международном рынке и рынке Беларуси. Также будут рассмотрены маркетинговые стратегии брендов, выпускающих косметику, и позиционирование косметических продуктов.*

Ключевые слова: упаковка, продукт, бренд, рынок, косметика, тренд, функциональность, дизайн, позиционирование, косметическая упаковка, дизайн упаковки, косметический рынок, позиционирование продукта.

## THE MAIN TRENDS IN COSMETICS PACKAGING

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*In this article, we will analyze the main trends in the packaging of cosmetic products on the international and local markets. We will consider which cosmetic packaging products attract new consumers and guarantee the loyalty of existing ones. We will determine the interests of consumers of cosmetic products on the international market and the market of Belarus. We will also consider marketing strategies of cosmetics brands and positioning of cosmetic products.*

Keywords: packaging, product, brand, market, cosmetics, trend, functionality, design, positioning, cosmetic packaging, packaging design, cosmetic market, product positioning

## INTRODUCTION

The time when cosmetic products were "met by clothes" has already passed — especially in the era of functional design, ubiquitous minimalism and the emphasized importance of user experience. We analyzed the market trends and gave what the ideal cosmetic product should look like in 2022 [1].

## MAIN PART

Both zoomers and millennials are increasingly striving not just to buy a "cool product", but also to understand why it is cool. In cosmetics, this applies to active substances: most consumers tend to study the compositions of what they buy and plan to use, and words like "niacinamide" and "retinoids" are more likely to attract than scare away [2].

Therefore, it is becoming more and more important to highlight the active ingredients on the packaging: for example, the Russian brand Art&Fact displays the active ingredients and their percentage on the packaging. In addition, they place a QR code on the boxes, by which you can find a compatibility table - all together, this improves the user experience [3].

The myth that a product should "shout" about itself and literally lure the buyer to the shelf by its appearance alone seems to have been in the past for a long time. Even if it worked and the person bought the product in an acid-green jar or a bottle of a strange shape, it is possible that after some time on the shelf in the bathroom, the appearance of the product will begin to irritate him.

Therefore, in 2022, pastel shades and minimalism are on trend [4]. In addition, you can attract attention, for example, with textures: a glass bottle with a matte coating will stand out, but at the same time, most likely, it will not begin to infuriate its owner.

Packaging design is not only about appearance, but also about functionality [5]. Sarah Chapman, founder of the Skinesis brand, called "hygienic packaging" one of the upcoming trends in cosmetics for 2022 - that is, one that keeps the product safe, minimizing the risks of contamination and foreign substances entering the bottle [6].

In general, we see this trend in the Belarusian market. For example, the usual round jars for creams are gradually becoming outdated, because with this method of storage there is a risk of contact with air and that a negligent client will climb into the jar with her fingers instead of a special spatula [7]. All this leads, at best, to a loss of effectiveness, and at worst — to troubles like irritations, so it is not surprising that young brands immediately roll their cream into bottles with a pump, for example, local brand Selfie Lab, or at least with a dispenser [8].

Cosmetics, especially skincare products, have already ceased to be only a women's routine [9] — that means that the packaging should also meet this trend. Dividing products into men's products, usually decorated in black, and multi-colored women's products is an extra waste of both finances and the efforts of marketers. "There are more and more gender-neutral brands that destroy the myths that skin care products in general should be divided into different categories depending on the age, gender and skin type of the consumer," describes the trend of the founder of the Decree brand, Dr. Anita Starnham [6].

Positioning of cosmetic products as gender-neutral is quite possible to convey through gender-neutral packaging: pure colors, fonts, maximum information about the product will be equally useful (and most likely will be liked) by all genders [10].

## CONCLUSION

According to experts and studies, cosmetic packaging trends are transforming - consumers demand products with transparent ingredient lists, minimalistic designs, hygienic packaging and gender-neutral market positioning.

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